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VISIT  
**walla  
walla**

**TOURISM DATA  
JUNE 2019**

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## DATA SUMMARY

STR Data - April	2019	2018	% Chg	2019 YTD	2018 YTD	% Chg
Occupancy %	57.9	61.6	↓6.0%	42.6	45.2	↓5.6%
Average Daily Rate \$	111.02	107.97	↑2.8%	97.82	94.67	↑3.3%
Revenue per Avg. Room \$	64.28	66.47	↓3.3%	41.72	42.77	↓2.5%
Demand (rooms sold)	17,213	18,302	↓6.0%	50,712	54,895	↓7.6%

Airline Data - May	2019	2018	Change	2019 YTD	2018 Y/E	Change
Outbound Avg. Load %	77.53%	76.77%	↑0.99%	74.28%	73.38%	↑1.2%
Inbound Avg. Load %	77.37%	78.25%	↓1.14%	75.31%	73.77%	↑2.1%
Combined Avg. Load %	77.45%	77.51%	↓0.08%	74.80%	73.57%	↑1.7%

Airline Data - May	2019	2018	Change	2019 YTD	2018 YTD	Change
Outbound Enplanements	4,595	4,629	↓7.9%	18,387	21,483	↓14.4%
Inbound Deplanements	4,570	4,562	↑0.2%	18,483	21,813	↓15.3%

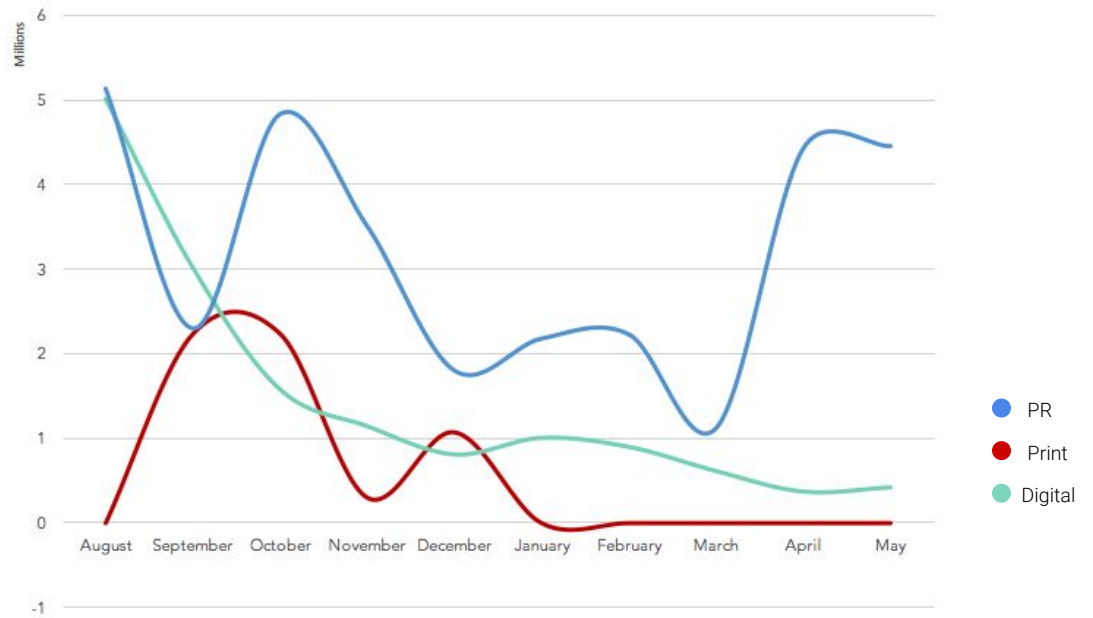
### BIG PICTURE TAKEAWAYS

# The newly optimized Facebook campaigns have led to a large increase in clicks-to-book.

- The ads are now optimized specifically for clicks-to-book rather than just website clicks.
- May was also a big PR month.

## EXPOSURE: YTD

In May 2019, we received over 4.8 million impressions coming from digital and PR (mostly PR).



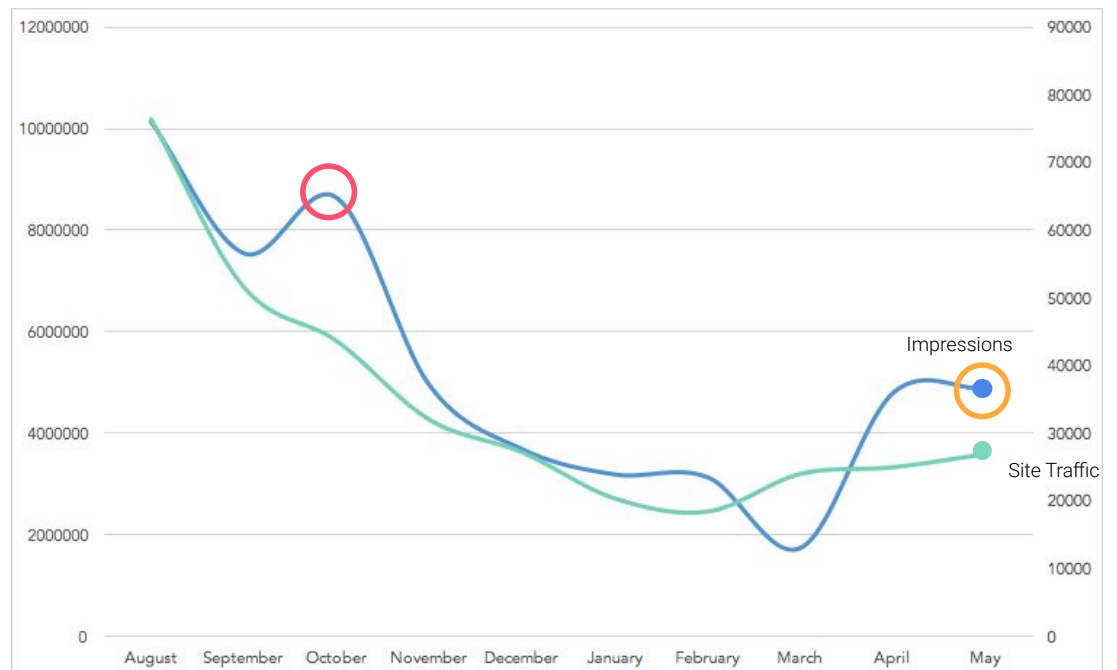
## TRACTION: YTD

Impressions were up in October from a big PR month.

April and May were also big PR months.

Impressions

Website Sessions





## GOAL CONVERSIONS

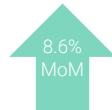
122

Visitor Packet  
Downloads

Even  
MoM

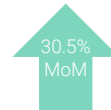
5,405

Clicks to  
Stakeholders



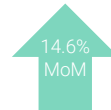
107

Clicks to Call



1,257

Clicks to Book



## MAY BY THE NUMBERS

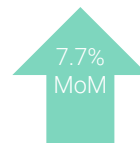
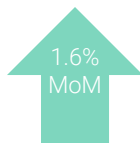
4.8<sub>million</sub>  
impressions



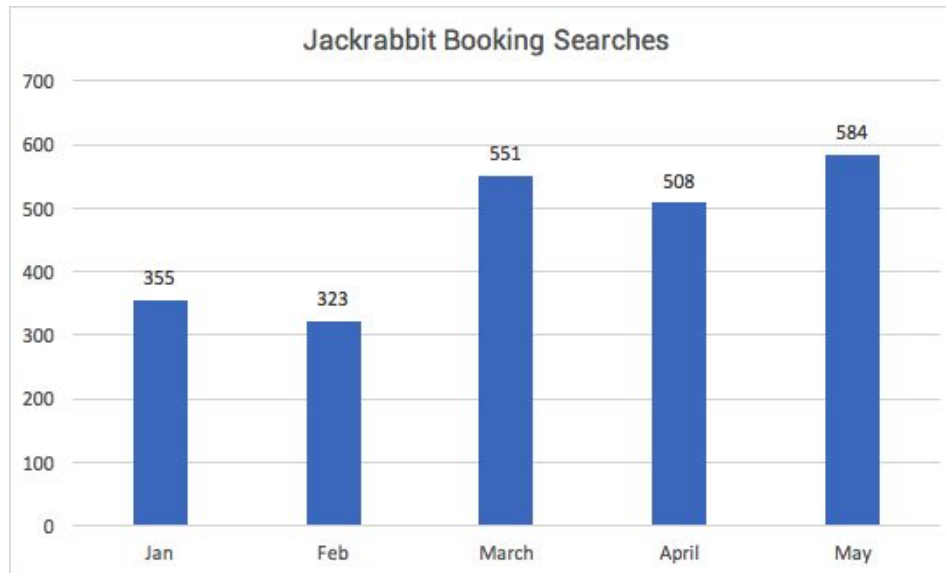
27<sub>thousand</sub>  
site visits

Impressions were up in May thanks  
to a big PR month.

May saw a decent increase in traffic  
over April.



## JACKRABBIT CONVERSIONS



15%  
MoM

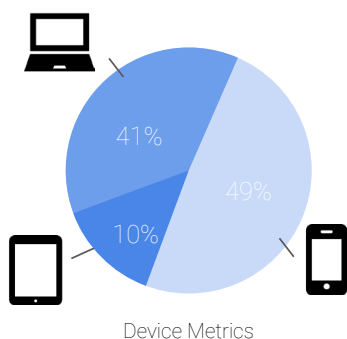
### Conversion Source

Organic:	1,334
Facebook Ads:	243
Direct:	366
Referral:	238
Search:	123

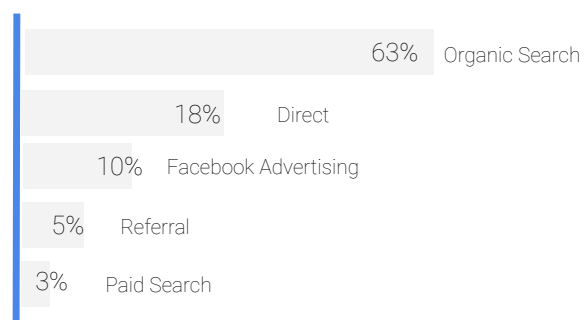
### City

Seattle	<b>420</b> (18.10%)
Walla Walla	<b>105</b> (4.52%)
Portland	<b>88</b> (3.79%)
Spokane	<b>78</b> (3.36%)
Boise	<b>66</b> (2.84%)
Bellevue	<b>47</b> (2.02%)
Tacoma	<b>30</b> (1.29%)
Olympia	<b>28</b> (1.21%)
Bend	<b>26</b> (1.12%)
Everett	<b>25</b> (1.08%)

## WEBSITE SNAPSHOT



Traffic Source Breakdown

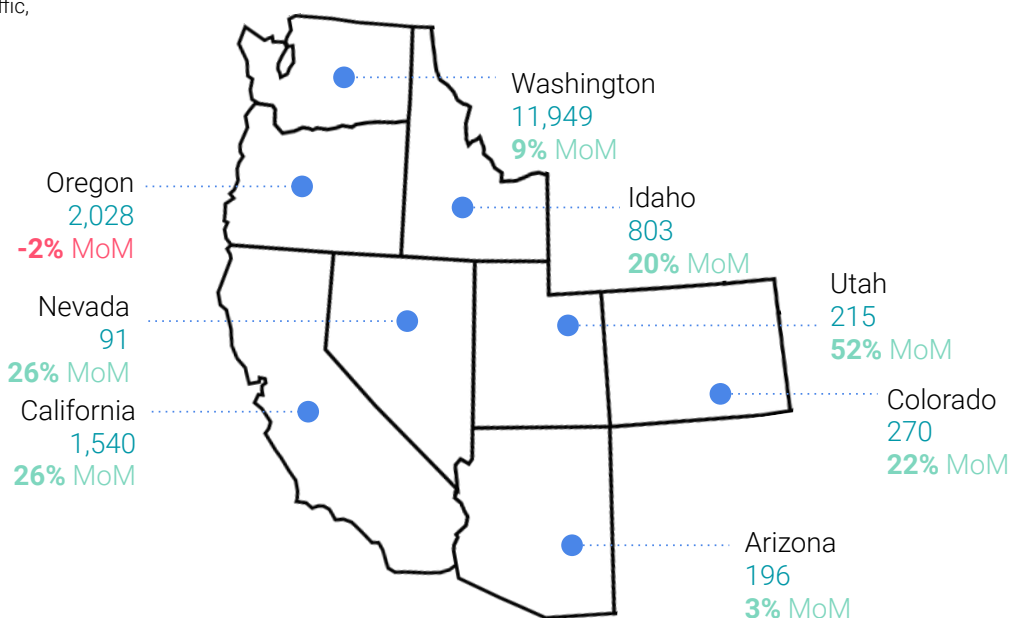


Top Five Pages

1. Homepage **13%**
2. /calendar **12%**
3. /wineries **5%**
4. /things-to-do **4%**
5. /listing-category/downtown **2%**

## WEBSITE STATS

Year-over-year traffic is down from a decline in organic traffic, but sessions have seen a month-over-month increase.



# BRAND CAMPAIGN



**Visit Walla Walla**  
 Sponsored ·

Discover Walla Walla wine country



WALLAWALLA.ORG  
**Walk to 30+ Tasting Rooms in Downtown Walla Walla**

Learn More

1.1K

93 Comments · 279 Shares

● .....

**BABY BOOMERS**

**Impressions:** 144,288

**Link clicks:** 1,210

**Avg. CTR:** 0.84%

**CPC:** \$1.18

**Clicks to book:** 18

**MILLENNIALS**

**Impressions:** 171,534

**Link clicks:** 1,009

**Avg. CTR:** 0.59%

**CPC:** \$1.42

**Clicks to book:** 14

..... ●



**Visit Walla Walla**  
 Sponsored ·

Discover Walla Walla wine country



WALLAWALLA.ORG  
**An Under the Radar Wine Region in the PNW**  
 Plan your getaway

Michael Green, Renee Mzstroiz Harris and 20 others

1 Comment · 2 Shares

Learn More

## BRAND CAMPAIGN

 Visit Walla Walla  
Sponsored · 🌐

There's no better time to book your Walla Walla experience.



WALLAWALLA.ORG  
**Don't Just Think About Wine Country, Escape To It**  
Plan your trip today. [Book Now](#)

   1.1K      56 Comments 250 Shares 93K Views

**RETARGETING**  
**Impressions:** 91,444  
**Link clicks:** 727  
**Avg. CTR:** 0.80%  
**CPC:** \$1.52  
**Clicks to book:** 35

 Visit Walla Walla  
Sponsored · 🌐

There's no better time to book your Walla Walla experience.



WALLAWALLA.ORG  
**The Wine Is Flowing. Are You Going?**  
Plan your escape today. [Book Now](#)

   1.2K      78 Comments 175 Shares



## SEARCH

- Most commonly clicked ads and keywords for May

### Top Ads

Walla Walla, Washington | 120 Wineries To Choose From

[wallawalla.org/WallaWalla/Wineries](http://wallawalla.org/WallaWalla/Wineries)

The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

Visit Walla Walla | The Perfect Washington Getaway

[www.wallawalla.org/WallaWalla](http://www.wallawalla.org/WallaWalla)

Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!

Washington Wine Country | Visit Walla Walla

[wallawalla.org/WallaWalla/WineCountry](http://wallawalla.org/WallaWalla/WineCountry)

The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

View Our Winery Guide | Visit Walla Walla, Washington

[wallawalla.org/WallaWalla/Wineries](http://wallawalla.org/WallaWalla/Wineries)

The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

Walla Walla, Washington | A Perfect Romantic Weekend

[www.wallawalla.org/WallaWalla](http://www.wallawalla.org/WallaWalla)

Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!

### Top Keywords

+washington +wineries

+wineries +wa

+washington +wine +country

+washington +state +tourism

+visit +washington +state

+getaways +wa

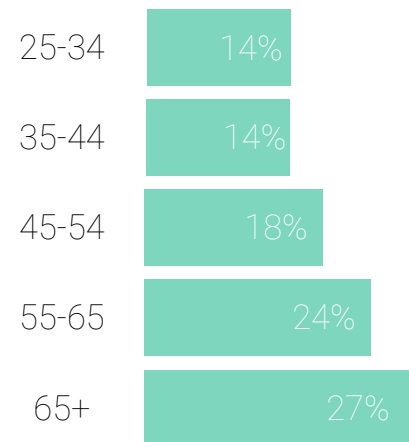
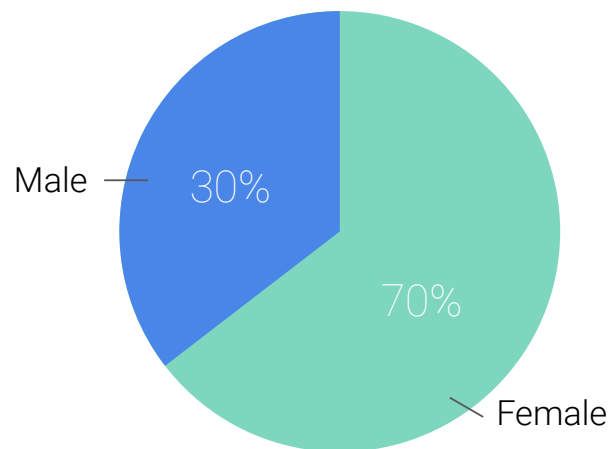
March  
Campaign  
Stats

	Impressions	Clicks	CTR	CPC
Wine	8,496	454	5.34%	\$0.93
Getaways/Vacation	5,568	242	4.35%	\$1.73
Destination Wedding	-	-	-	-
Total	7,666	696	4.95%	\$1.20

## DEMOGRAPHICS

### - Facebook Advertising

The audience is now skewing heavily female, but the age distribution is relatively even.



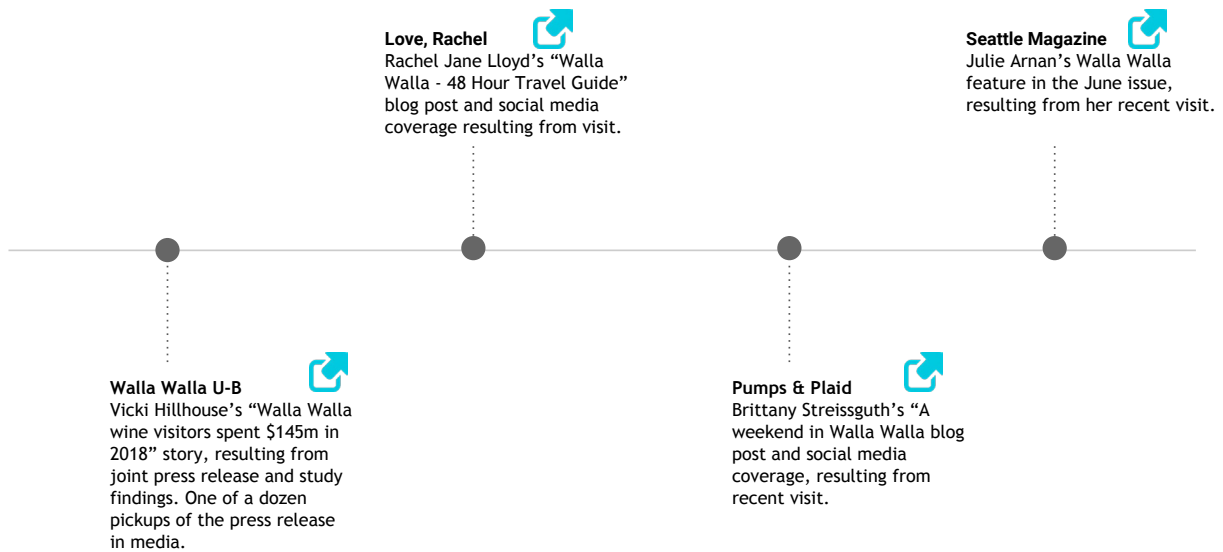
## PR

The following is a timeline of notable coverage/clippings from May. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found [HERE](#).

**May circulation:** 4,447,199  
**May UVPM:** 151,284,703  
**May value:** \$143,520

**Q2 circulation:** 8,867,742  
**Q2 UVPM:** 190,881,824  
**Q2 value:** \$314,591

**YTD 2019 circulation:** 14,390,099  
**YTD 2019 UVPM:** 318,734,326  
**YTD value:** \$3,335,364





Media visit planning and coordination for Cara Strickland's May 24-26 visit, focusing on what's new in Walla Walla from a lodging and dining standpoint.



Media visit planning and coordination for Allison Arthur & Brooke Danahay's May 12-15 visit for an upcoming destination feature story.



Media visit planning and coordination for John Gottberg Anderson's June 3-6 visit for a travel feature in the Central Oregon daily newspaper.



Assist the Wine Alliance by distributing invitations to select media, encouraging them to attend the 2019 Celebrate Walla Walla Valley Wine event.



Outreach to new Sunset editor-in-chief Matt Bean re: visiting Walla Walla for Celebrate. Unable to attend but asked to be invited to future events.



Respond to query from Nancy O'Connell at Alaska Beyond, provide images to accompany Walla Walla section of upcoming Washington editorial coverage.



Outreach to Bloomberg travel and wine contributor Elin McCoy re: visiting Walla Walla for Celebrate. Unable to attend but wants to visit WW in 2019.



Respond to query from travel editor Alison DaRosa looking for lodging package information from Walla Walla, for inclusion in her travel deals column.



Assist with broader destination planning for June 22-24 Seven Hills FAM, including farm tour and vineyard lunch for attending journalists.



Initial planning and assistance for Florida-based wine retailer Larry Baker. Forward query to WWVWA for follow-up and fulfillment.



**Walla Walla "What's New" Press Release**  
**Distributed May 7, 2019**  
**Recipients: 1,039**  
**Open rate: 24%**  
**Clicks: 7**



**FOR IMMEDIATE RELEASE**  
May 7, 2019

Contact:  
Zack Hall, DVA Advertising & PR, 541-389-2411, [zack@dvaadv.com](mailto:zack@dvaadv.com)  
Ron Williams, Visit Walla Walla, 509-525-8727, [rwilliams@wallawalla.org](mailto:rwilliams@wallawalla.org)

**NEVER ONE TO REST, WALLA WALLA CONTINUES TO EVOLVE**  
**New lodging, restaurants, and wineries add to Walla Walla's reputation as the unofficial capital of Washington Wine Country**

(WALLA WALLA, Wash.) – Go without a visit to Walla Walla long enough, and it can almost feel like never having been at all. No wonder, really. While the town's charms, friendly people, and rural chic Americana vibe will always remain, as a haven for enterprising and creative minds, Walla Walla is constantly evolving.

That is particularly true today for Walla Walla, the acknowledged center of Washington's wine country. Already with more than 120 wineries, a farm-to-table culinary scene that is deeply influenced by southeast Washington's agricultural roots, an array of lodging options to meet the demands of the luxury-minded, the budget conscience, and everyone in between, Walla Walla always manages to find ways to improve on what already seems so perfect.

"With each new winery, restaurant, activity, or amenity – and there have been many in recent years – Walla Walla's reputation as a world-class wine country destination is only strengthened," said Ron Williams, CEO of Visit Walla Walla. "These evolutions not only give fresh reason for some visitors to return and for others to finally make the trip, they bring welcome amenities to locals who already enjoy the high quality of life on Walla Walla."

What's new in Walla Walla? Here are a few of the highlights:

**LODGING**

**The Barn B&B:** Set in the rolling landscape just west of town, The Barn B&B has been an incredible addition to Walla Walla's increasingly diverse list of lodging properties. Owned by retired hotel chain executive Anand Rao and his wife Naina, The Barn features seven unique suites, each with its own private garden and outdoor shower, view of the Blue Mountains, and private entrance, along with incredible food, complimentary family-style dinners on Mondays and Thursdays, and Happy Hour Fridays with pizza and, of course, local wines.

**The Marcus Whitman Hotel:** A treasured landmark that has risen above downtown Walla Walla since 1928, the Marcus Whitman has gone back to work, renovating its West Wing rooms with all new flooring, furniture, TVs, paint, window treatments, and wallpaper. This comes after the Marcus Whitman renovated the historic tower in 2015 to add premium guest rooms, and performed a complete renovation in 2001. The renovations have paired its enviable historic pedigree with an unflinching commitment to modern day luxury and exceptional service.

**RESTAURANTS**

**Hattaway's on Alder:** Set in downtown Walla Walla, Hattaway's on Alder has made quite a splash on the local culinary since opening in fall 2018. The work of owners Richard and Lindsay Hattaway, Alabama natives who met at a Georgia restaurant where Richard was the chef and Lindsay the sous chef, Hattaway's offers a Northwest-inspired take on the cooking traditions of the Southeast and rural America. The result is honest food with the charm of Southern hospitality.

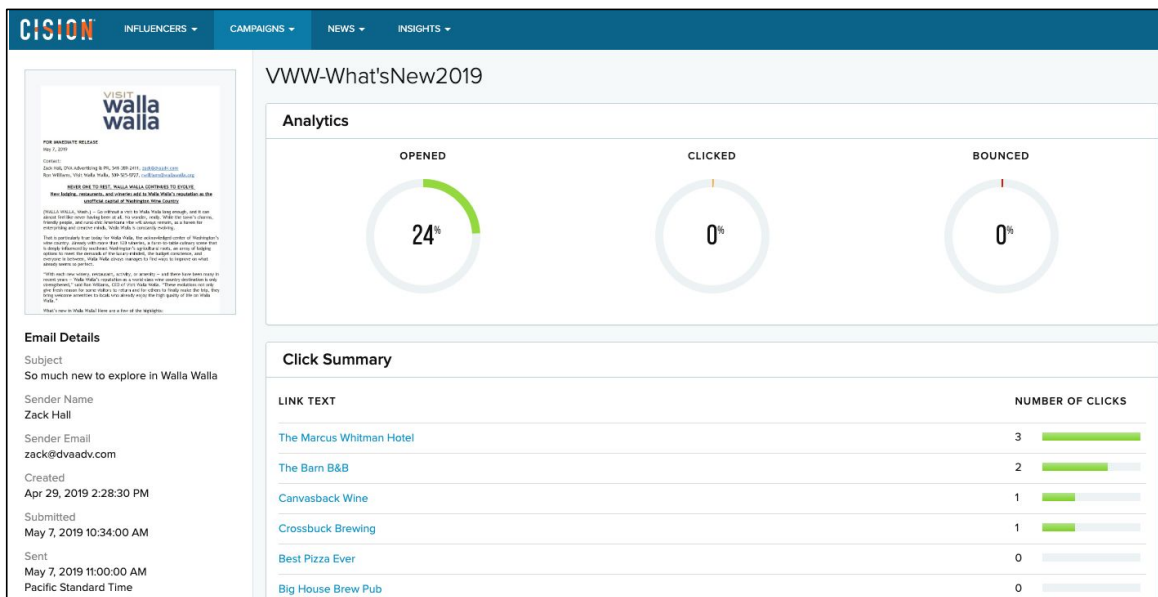
**Walla Walla Steak Co. and Crossback Brewing:** For generations, the historic Train Depot has been Walla Walla's front door. Now this historic downtown building has been transformed into Walla Walla Steak Co. and Crossback Brewing, which opened in October 2018. With a menu crafted by Executive Chef Chad Bostwick, the two restaurants prepare updated steakhouse classics and beer-friendly tap room fare over a custom charcoal grill and wood-fire oven. The outdoor patio with fire pits provides a gathering place for guests to connect. Both are led by a team of hospitality veterans and Walla Walla residents with deep local roots: Dan Thiessen, managing partner, and Steven Brack, head brewer and partner, who teamed with Seattle-based Fire & Vine Hospitality to bring this fresh culinary experience to Walla Walla.

**TMACs:** The landmark restaurant is a familiar one, but a new location, a new look, and a new menu has given TMACs new life. Tom Maccarone, who grew up in Walla Walla with parents who themselves were restaurant owners, opened T. Maccarone's in 2005, becoming a flagship in Walla Walla's downtown. Now Maccarone's restaurant is simply known as TMACs, and offers a wine country culinary experience with a Mediterranean flare that showcases Walla Walla Valley's agricultural bounty with fresh, farm-to-table ingredients.

**Walla Walla Bread Company/Bakehouse 55:** The restaurant and bakery was purchased in late 2018 by Michele and Coral Pompei, owners of The Bakehouse 55, a popular Redmond, Wash., bakery known for its artisanal croissants and baked goods. The Pompeis have relocated The Bakehouse 55 to Walla Walla Bread Company, and will continue to operate Walla Walla Bread Co. as both a bakery and restaurant. The restaurant, long a favorite, will continue its tradition of preparing wood-fired pizzas, steaks and more, using mostly locally produced ingredients.

**Walla Walla Pasta Factory:** The restaurant formerly known as Mama Mia's Pasta Factory has long served some of the most beloved family-style Italian food in Walla Walla. But the newly named Walla Walla Pasta Factory has moved to cool new digs on Main Street in downtown, while still serving fresh homemade pastas, sauces, and more.

**More from the culinary scene:** Food truck **Walla Walla Hummus Hummus**, which serves Syrian Street Food, is the latest addition to the Gut Grub Lot on the eastern edge of downtown. Further east, the family-owned **Best Pizza Ever** is true to its name. And **Big**





**PR** Walla Walla "Summer" Press Release  
 Distributed May 29, 2019  
 Recipients: 1,050  
 Open rate: 22%  
 Clicks: 10



**FOR IMMEDIATE RELEASE**  
 May 29, 2019

Contact:  
 Zack Hall, DVA Advertising & PR, 541-389-2411, [zack@dvaadv.com](mailto:zack@dvaadv.com)  
 Ron Williams, Visit Walla Walla, 509-525-8727, [rwilliams@wallawalla.org](mailto:rwilliams@wallawalla.org)

**SUMMER IN WALLA WALLA — A TIME WHEN ALL THINGS SEEM POSSIBLE**  
 Sunny and mild all season long, the unofficial capital of Washington wine country truly shines during the summer months

(WALLA WALLA, Wash.) — Summer is a season for the outdoors in Walla Walla. It's a time when the days start with a morning hike or bike ride that reveals endless natural beauty, continues with an afternoon tasting on the terrace of a local winery, and ends dining al fresco in Walla Walla's charming and walkable downtown. It's rural chic Americana at its finest, and it makes summer perhaps the best time of year to experience Walla Walla in all her glory.

Average high temperatures in Walla Walla peak at 90 degrees in July, and most days are mild and sunny. It's why the region bustles with outdoor festivals and events, adventures, highly acclaimed golf, cultural events, baseball, farmers markets, and more.

One thing Walla Walla does lack relative to many other world-class wine destinations are the summer crowds. Named Sunset Magazine's "Best Wine Town" in 2018, it's not that Walla Walla is a secret. With more than 120 wineries and deep agricultural roots fostering a true farm-to-table culinary scene, this unofficial capital of Washington wine country was bound to be discovered. But Walla Walla remains just far enough from typical that it can hold on to its slower pace and small-town friendliness.

"One of the remarkable aspects of Walla Walla is that even as it has grown into an acclaimed wine destination, the town remains as welcoming as ever," said Ron Williams, CEO of Visit Walla Walla. "The weather draws people outside, and visitors and locals mingle at outdoor markets, wineries, Walla Walla Sweets baseball games, and more. It's an atmosphere unlike anywhere else."

**First Friday Art Tour**, held the first Friday of every month through October, the **Downtown Farmers Market**, held Saturdays through October, and the summer evenings spent at Borleske Stadium to watch the **Walla Walla Sweets** baseball club, offer regular reminders of Walla Walla's unique mix of a robust arts and culture scene, agricultural and rural roots, and traditional Americana.

A busy and eclectic events schedule makes almost every weekend a special occasion during summer, too. The **Walla Walla Chamber Music Festival** (June 6-29), **Celebrate Walla Walla Valley Wine** (June 13-15), **Walla Walla Movie Crush** (July 12-14), **Walla Walla Sweet Onion Festival** (July 20), **Annual Dunham Days Festival** (Aug. 23-25), and the **Walla Walla Fair & Frontier Days** (Aug 28.-Sept. 1) all give reason for the community and its visitors to come together and celebrate what makes Walla Walla special.

Regardless of the season, the world-class wines and farm-to-table culinary scene of Walla Walla are forever a draw. From pastoral estate vineyards and wineries to intimate downtown wine tasting rooms, Walla Walla is an oenophile's dream. In summer the region's wineries and tasting rooms, many of which also offer outdoor spaces for the kids to roam, are particularly family-friendly.

Much of Walla Walla's dining scene can be found in its charming downtown — where foodies sample the creations of renowned chefs using locally grown ingredients. In summer, sidewalks and restaurant patios fill with those who would never miss an opportunity to dine al fresco. And the farms that nourish Walla Walla's best dishes invite foodies to discover the source of their meal at u-pick farms, orchards, and roadside farm stands.

Walla Walla is an active town, too. Golfers will discover the rolling terrain of **Wine Valley Golf Club**, one of three championship golf courses in Walla Walla and among the must-play golf courses in Washington. Cyclists will find a road-biking mecca with country roads that wind through a storybook landscape of vineyards and farms, and even join a group ride with **Allegro** or **Bicycle Barn**. The nearby Blue Mountains attract outdoor adventurers for a hike or ride, and some drawn to the **Blues Crew** work parties. Birders are lured by the more than 300 bird species that call the area home, and **fishing** is abundant in and around Walla Walla. And kids are invited to learn through education events, such as **Learning on the Land**, **BioBlitz**, and **Nature Kids on the Farm**.

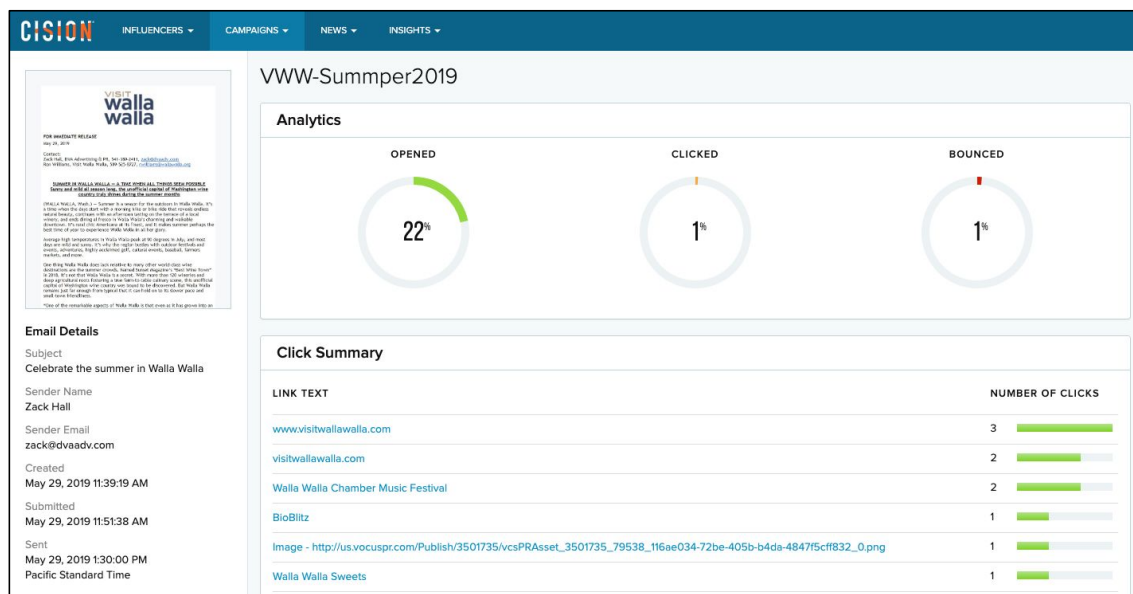
"Summer makes everything in Walla Walla possible," Williams said. "Walla Walla isn't just about wine. Outdoor excursions, incredible food, golf, baseball, and invitations to immerse yourself into music, food, and culture all make Walla Walla a summer trip worth remembering."

For more information on planning a trip to Walla Walla, go to the redesigned [visitwallawalla.com](http://visitwallawalla.com).

**About Walla Walla:**

As the unofficial capital of Washington wine country, Walla Walla is home to more than 120 wineries, a nationally recognized culinary scene, access to an abundance of outdoor recreation, and an arts & entertainment scene that rivals cities many times its size. This community of just over 30,000 residents is known for many things, including its friendliness and hospitality, the quality of its wine, and of course the famous Walla Walla Sweet Onion. An easy and scenic four-hour drive from Seattle, Portland, or Boise, Walla Walla can also be accessed via Alaska Airlines daily non-stop flights from Seattle. For more information and to begin planning a trip to Walla Walla, visit [www.visitwallawalla.com](http://www.visitwallawalla.com).

##



Value: \$5,420

MPS & PLAID

STYLE

TRAVEL

SEATTLE

LIFESTYLE

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f t i p h t s q

## A Weekend In Walla Walla

Our PNW series was Walla Walla! It was another WA destination I had managed to miss my entire life until half ago. I was there for a friend's wedding, so there wasn't much time to explore or go to wineries, and I just get back and see everything!

Where to eat/drink, 'cause let's face it, those are the priorities. But this time, I'm going to first tell you about it really was the highlight of the trip.

This place is truly something special. I almost think it deserves its own blog post, but I'll try to keep my brief, while hopefully convincing you to book a stay here immediately.

Oh (and VRBO, etc.), the term "B&B" has gotten a little lost in the shuffle. And what is the difference exactly at a B&B and just staying at a hotel? Well, I will tell you: it's Naina and Anand, owners of The Barn.

Italy business for over 40 years, they've lived in 9 different countries, most recently Thailand, and they read Walla Walla was considered a top place to retire, so they visited, fell in love, and built their dream. It's 6 rooms, each with their own outdoor entrance (and outdoor shower out the back door of the bathroom), which is their large suite. There is also a separate community space with an outdoor patio overlooking the Walla Walla, where you can hear almost nothing but the birds and your own thoughts.

I am 100% about hospitality and togetherness. If you're there on a Monday or Thursday, they make "family" where the guests sit in the dining room in the main building for a home cooked meal. Every Friday, they host a party, and every morning, there is a home cooked breakfast that will hold a spot on the list of top 10 meals of my time.

Oh, they are two of the kindest, most interesting people I've ever met. They instantly make you feel like you're family, and I could've sat and listened to the stories of their lives and all the places they've seen forever. I just come across who might be going to Walla Walla to stay at the The Barn with Naina and Anand. I can't wait.

What to do: (if you must leave The Barn...)

Tip: This is a great spot for dinner! Crossbuck Brewing is in the old train depot, and there are still some historic buildings throughout the restaurant - I love a good modern structure with some historical preservation. We started with sprouts and I ordered the steak salad. Would order both again!

Don't be put off by the fact that this spot is inside a gas station! Andrae's was just written up in Travel + Leisure 100% be going back every time I'm in Walla Walla to try something new from the menu. What started as a local hot spot, featuring food from all over, with an emphasis on Mexican cuisine. We had the Tinga, short ribs, as well as the voodoo fries (which includes cajun spice, pulled pork, pickled peppers, hot sauce, and more).

### What To Do:

Wander Main Street: there are tons of little boutiques all over, plus so many tasting rooms from a bunch of the wineries throughout the valley.

**Historic Marcus Whitman Hotel:** Beautiful (historic) hotel in the middle of downtown. It's definitely worth a visit even just to walk through the lobby. It feels a little bit like you've been transported to Charleston!

**Whitman Campus:** I have a thing for college campuses. This one in particular is unique, with historic buildings now used for dorms, plus a few modern structures scattered throughout. Not to mention the rolling green grass and creek that runs through the middle of campus.

And then what you're probably all here for: The Wineries.

### Where to Drink:

**Pepper Bridge:** this wasn't originally on our list, but we had some time to kill, and I saw on the map it was on the way to our next location (and I know they have great wine), so we made a quick extra stop here. It's a beautiful winding drive up to the winery, and their wines are phenomenal. I'm not usually a merlot gal, but I think the 2016 merlot was my favorite.

**Doubleback Winery:** owned by former NFL quarterback, Drew Bledsoe, he "doubled back" and returned home to the Walla Walla Valley to make world class wine. Doubleback felt like a special place - tastings by appointment only (which is nice for a one on one experience to learn about the history and the wine), the space is beautiful and inviting, and the view out the huge windows almost makes you feel like you're in the country in Montana.

**Waterbrook Winery:** We were lucky enough to be in town for Waterbrook's annual Rosé Partay, and when we found that out, we knew we had to go. It was a beautiful (not too cold) spring evening and on the back patio of the winery there was a live band, snacks, a beautiful view of the pond, and rosés from all over the valley to taste until your heart's content. Our new favorite people, Naina and Anand, happened to be going as well, so we sipped rosé, sat by the fire chatting until it got dark, and Naina even dragged me up on the dance floor for a couple songs.

Aside from the rosé party, they said Waterbrook was one of their go-to's for evenings on the back patio under the lights.

I felt like I just scratched the surface of Walla Walla and I already have a list of wineries I want to visit next time I go! But you know where I'll be staying...

Thanks to Visit Walla Walla for partnering on this post! You can read Rachel's guide [HERE](#)





PR

**Pumps & Plaid**  
**Brittany Streissguth**  
**A Weekend in Walla Walla**  
**Value: \$5,420**







Love, Rachel  
Rachel Jane Lloyd  
Walla Walla, Wash.: Travel Guide  
Value: \$7,255



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TRAVEL, WASHINGTON - MAY 2, 2019

Walla Walla, Washington : Travel Guide

You guessed it, back again with another travel guide. This time around I went to a place I'm embarrassed to say, I've never been to before. Being a lover of wine and the Pacific Northwest I'm not sure why I never made it to Washington wine country, but all that has changed. I'm so excited I finally made it to Walla Walla because it's a very special place and I can't wait to show you my recommendations in this charming town. My partner in crime on these Pacific Northwest adventures, Brittany and I explored Walla Walla for a weekend getaway and it truly has something for everyone. I hope you love this travel guide all about Walla Walla Washington.

About Walla Walla

Walla Walla Washington is a stunning town located in the southeastern region of Washington, approximately four hours away by car from Portland and four and a half hours from Seattle. Walla Walla has a history of being a huge agricultural area and still is dotted with several expansive farms as you drive into town. However, the new crop in town is definitely grapes, wine grapes! Similarly to Bend and McMinnville, Walla Walla has that small town charm that can't be beaten. Everyone we encountered during our stay was kind, heartwarming and some of the most hospitable people I've ever met. If you like great wine and local charm Walla Walla is for you.

Food and Drink

Whether you are looking for fine dining or gas station food (more on that below), Walla Walla has amazing dining options. What I loved most about our meals in Walla Walla was the emphasis on local ingredients. It's one of those places where everything on the menu comes from "the guy down the road," and you can taste the freshness.

**Andrae's Kitchen:** Don't let the location of Andrae's Kitchen (inside a gas station) fool you. This is out-of-this-world food. They were recently written up in *Travel & Leisure* magazine as a must visit place in Walla Walla! The food features incredibly tasty smoked meats. Try the voodoo fries and street tacos!

**Crossback Brewery:** If wine isn't your thing, Walla Walla also has a great brewery. Located inside the old train depot the place is teeming with history and the beers and grub isn't bad either! Perfect place to change it up after a long day of wine tasting.

Where to Stay

This section of the travel guide could literally be a whole blog post on its own. We had one of the best hospitality experiences ever in Walla Walla, and I know Brittany would back me up on that statement.

**The Barn Bed and Breakfast in Walla Walla.** The Barn just opened on April 1, 2019 and I know they have a HUGE future ahead of them. The bed and breakfast is owned and operated by Anand & his wife Naina. They were the first people we met upon arriving in Walla Walla, and it's safe to say I could have sat on the large front porch of The Barn and chatted with them all weekend. They have amazing stories of traveling all over the world, loved sharing their passion for Walla Walla and of course wine. The rooms were luxurious and no detail was overlooked. Each room also has a beautiful outdoor shower which is a unique touch. Lastly, the 3-course breakfast provided every morning was one of the best meals I've had in 2019. The food, hospitality, and accommodations far surpassed my expectations. If you do anything in your time in Walla Walla, make sure you stop by the Barn and tell them Rachel sent you for an extra large wine pour.

Wine

Now the thing you've all been waiting for, the wine. Walla Walla is known as wine country for a great reason. The wine that comes from this region is rich, unique, and high quality. If you like the big reds Washington wine is for you. There are so many vineyards in the region and we only visited a couple during our stay, but I don't think you can go wrong!

**Bledsoe Family Wines:** This tasting room is located downtown and is wine created by Drew Bledsoe (yes the football player). The wines are the perfect drinking/table wines and pair nicely with your weeknight dinners!

**Doubleback Winery:** This is the boutique brand of Drew Bledsoe family wines. These wines are rich, flavorful, and have amazing taste! Their tasting room which is appointment only is stunning and a must visit, call ahead to make an appointment.

**Basel Cellars:** I loved the outdoor space at this vineyard. It was perfect to sit outside and taste our wine flight on a beautiful Walla Walla day.

**Pepper Bridge Winery:** This was probably my favorite wine stop of our trip! I loved the tasting room, knowledgeable staff and tasty wines!

**Waterbrook Winery:** We also got to attend the 4th annual Rosé Partay at Waterbrook. 120 rosés, appetizers, live music and more. It was the perfect end to a beautiful weekend in Walla Walla Washington.

In summary, Walla Walla has made it on the map for creating outstanding wines, but it also has a lot more to offer. Friendly local people, amazing food, and beautiful scenery. I hope to get back as soon as possible! If you've been to Walla Walla too, let me know your favorite spots.

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17



PR

Love, Rachel  
Rachel Jane Lloyd  
Walla Walla, Wash.: Travel Guide  
Value: \$7,255







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**GETAWAYS**

# Washington's Walla Walla Combines Sweeping Farm Vistas With a Luxe Wine Experience

On the north side of town, a winemaker's recently opened resort ups the luxe factor for Washington's original wine-tasting destination

BY: JULIE ARNAN | FROM THE PRINT EDITION | MAY 2019

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Image Credit: Fire & Vine Hospitality

*THE VIEW FROM HERE: Guests at the Eritage Resort drink in the view*

*This article appears in print in the May 2019 issue, as part of the [Wine Country Getaways](#) cover story. [Click here to subscribe.](#)*

Staying in downtown Walla Walla, with restaurants and tasting rooms just a few steps away, certainly offers a level of convenience, but true wine country magic resides in the vineyards. Nestled within 300 acres of vineyards and rolling wheat fields, [Eritage Resort](#) was opened last summer by founder and Va Piano Vineyards winemaker Justin Wylie, and it offers a luxury experience that strikes a perfect balance between awe and comfort.

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## GETAWAYS

## Washington's Walla Walla Combines Sweeping Farm Vistas With a Luxe Wine Experience

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WINE COUNTRY GETAWAYS

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Staying in downtown Walla Walla, with restaurants and tasting rooms just a few steps away, certainly offers a level of convenience, but true wine country magic resides in the vineyards. Nestled within 300 acres of vineyards and rolling wheat fields, [Eritage Resort](#) was opened last summer by founder and Va Piano Vineyards winemaker Justin Wylie, and it offers a luxury experience that strikes a perfect balance between awe and comfort.

About a 10-minute drive north of downtown, the resort is located at the end of a road that travels through wine country's bucolic farmlands. The rooftop of the resort, designed to mimic the sloping vineyard hills, swells gently upward from the landscape at the base of Lake Sienna, a man-made reflecting pond named for Wylie's daughter. Ten guest rooms are located in the main building and offer views of the Blue Mountains to the east or the lake and vineyards to the west. Dotted the western shore of the lake are 10 individual bungalows that promise further privacy.

Eritage's guest rooms have a way of making you feel as though you've arrived at the home you were meant to have. Soothing earthy tones are accented with pops of saffron and mustard; Garnier-Thiebaut linens adorn the bed. Shimmering throw rugs soften the dark wood floors; furniture lines are clean and modern, with a wink to vintage decor. Next to the room's fireplace, a Nespresso coffee maker is presented on a muted-brass bar cart. Still or sparkling water, depending on the guest's preference, awaits in a marble bottle chiller. Big-screen TVs operate via Roomcast to play your favorite music or screen a show from your own collection through your personal device. Private balconies and patios offer relaxing views in the quiet of this vineyard retreat. Attentive staff are happy to customize guests' experiences by arranging on-site and off-site activities, such as in-room massages and wine tours. During the summer, food and drink service is available at the property's saltwater pool.



The bathrooms are suites unto themselves, with both a walk-in shower and soaking tub, the latter situated near a frosted window to let in the rosy glow of sunrise or sunset. L'Occitane personal products and little extras, such as a scented candle and bath salts, invite lingering in the white-tiled space.

In the evening, those extras include a tiny spritzer of lavender-scented pillow spray and a nightcap-size bottle of Baileys Irish Cream. In the morning, fresh house-baked goods, charcuterie, berries and yogurt comprise one of the best versions of a continental breakfast around.

Located on the tranquil and picturesque grounds of a former farm, the [Inn at Abeja](#) offers accommodations in restored turn-of-the-20th-century farmstead outbuildings. Ranging from country farmhouse chic to feminine English garden to masculine western ranch sensibilities, each suite has its own style. Stroll through the manicured grounds or soak in the sunshine on the expansive winery patio—Abeja is also a working winery known for its exquisite Cabernet Sauvignons (tastings available for guests). In the morning, prepare yourself for a spectacular breakfast that—if you're lucky—will include the famous lemon soufflé pancakes with Maine wild blueberry compote.

Scheduled to open in April, [The Barn B&B Walla Walla](#)—a “retirement” project by veteran hospitality-industry couple Anand and Naina Rao—resembles a barn only in its silhouette. The main building features a communal dining room with floating fireplace and a kitchen dressed up with a tile waterfall pattern that runs down the wall and onto the floor. There are seven guest suites: The Granary Suite is fashioned after a grain silo, complete with round walls, while the six Garden Suites are located in an adjacent building. Each suite features custom Italian glass sinks that coordinate with Naina's original artwork, inspired by the silks of legendary fabric designer Jim Thompson.

[Inn at Abeja](#), Walla Walla, 2014 Mill Creek Road; 509.522.1234; from \$299/two-night minimum  
[The Barn B&B Walla Walla](#), 1624 Stovall Road; 509.730.3662; from \$300

Hungry? Try These Palate-Pleasing Choices



Guests at [Eritage Resort](#) need not leave the grounds for a locally sourced feast. Culinary director and James Beard Award-winning chef Jason Wilson and executive chef Brian Price have crafted a menu inspired by the bounty of local farms. The chefs pickle, preserve and ferment fruits and vegetables to use throughout the year and use local grains in the baked goods. Syrah-braised lamb shank; pan-roasted lingcod; fresh pastas smothered in delectables like chanterelles, herbed ricotta and truffle honey drizzle; along with Wilson's Fire & Vine hospitality brand staples like spice-roasted carrots with chile yogurt, tahini, mint and almonds encourage a long, leisurely dinner.

Chef Chris Ainsworth and his wife, Island, have been setting the culinary standard in downtown Walla Walla for more than a decade at [Saffron Mediterranean Kitchen](#). The cuisine, which includes dishes such as lasagna with lamb ragu, halibut tagine, and patatas bravas with spicy tomato and aioli, has Mediterranean roots but uses Northwest ingredients. Don't miss the restaurant's signature dish: beef cheeks braised until tender and served with a seasonal purée, gremolata and horseradish.

[Brasserie Four](#) delivers on sumptuous French dishes, among them house-made rillettes and pâté, escargot and oysters, all of the frites—poulet, moules, steak—salads and inventive soups. Plus, it's one of the only places in town serving European wines, including Champagne, to add context to all the local wines you'll be tasting during your stay.

In the morning, the biggest challenge at [Colville Street Patisserie](#) is choosing which concoction of butter, flour and sugar best suits your mood: crisp caramelized kouign-amann, a rum-soaked canelé, brioche with fruit or just a perfectly flaky croissant. Desserts include seasonal tarts, crème brûlée and house-made gelato.

[Brasserie Four](#), Walla Walla, 4 E Main St.; 509.529.2011  
[Colville Street Patisserie](#), Walla Walla, 40 S Colville St.; 509.301.7289  
[Eritage Resort](#), Walla Walla, 1319 Bergevin Springs Road; 509.394.9200  
[Saffron Mediterranean Kitchen](#), Walla Walla, 330 W Main St.; 509.525.2112

## DOWNTOWN

[Corliss](#): Giant wood beams extend from the brick exterior into a richly appointed tasting room. Taste small-production, estate-grown red wines by appointment only. [Walla Walla, 511 N Second Ave.; 509.526.4400](#)

[Gramercy Cellars](#): Minimalist winemaking, restrained use of new oak and much patience make master sommelier turned winemaker Greg Harrington's elegant wines positively preen. [Walla Walla, 635 N 13th Ave.; 509.876.2427](#)

[Charles Smith Wines](#): This is the headquarters of Washington's most rocking and rolling winery. Sip Smith's “wines of substance” while tunes play all around you. [Walla Walla, 35 S Spokane St.; 509.526.5230; \[winesofsubstance.com\]\(#\)](#)

## SOUTHSIDE/OREGON

[Amavi Cellars](#): Light streams through the floor-to-ceiling windows at this modern minimalist tasting room overlooking lush vineyards and the Blue Mountains beyond. On offer is a delicious lineup of red, white and rosé wines. [Walla Walla, 3796 Peppers Bridge Road; 509.525.3541](#)

[Castillo de Feliciano Vineyard & Winery](#): With a gleaming white exterior topped by a red roof, this tasting room shines like the Spanish sun nestled among vineyards and garden boxes. Try pours of Spanish varietals such as Tempranillo and Albariño. [Milton-Freewater, 85728 Telephone Pole Road; 541.558.3656](#)

[Doubleback](#): This new winery facility offers expansive views from a vintage-meets-modern living room setting, pairing those sights with superstar winemaker Josh McDaniels' award-winning Cabernet and Syrah wines. [Walla Walla, 3853 Powerline Road; 509.525.3334](#)

[Northstar Winery](#): A soaring stone fireplace, lodge-like interior and expansive patio set the stage for some of Washington's best Merlot-based wines. [Walla Walla, 1736 J B George Road; 509.525.6100](#)

[Tertulia Cellars](#): A clean, modern interior offers a variety of seating options in which to ensconce yourself before tasting your way through the winery's Rhône-based blends. Afterward, hit the pétanque courts outside for a little afternoon fun. [Walla Walla, 1564 Whiteley Road; 509.525.5700](#)

## WESTSIDE

[Long Shadows Vintners](#): Sip a portfolio of world-class wines made by leading authorities as you enjoy this tasting room bedecked in Chihuly glass sculptures. [Walla Walla, 1604 Frenchtown Road; 509.526.0905](#)

[Woodward Canyon Winery](#): Begin your tasting journey with Old World-inspired wines at one of the valley's original wineries, located just west of Walla Walla in Lowden (Frenchtown). [Lowden, 11920 U.S. Hwy. 12; 509.525.4129](#)





Seattle Magazine - May 2019 Issue

Julie Arnan

Walla Walla Combines Sweeping Farm Vistas With a Luxe Wine Experience

Value: \$35,000



**WALLA WALLA REGIONAL AIRPORT**  
**Alaska Air Load Factor**

**Year 2019: Outbound (Walla Walla to Seattle)**

Flight #	Jan	Feb	Mar	Apr	May	2019 YTD	2018 May	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Yr End	2012 Yr End	2011 Yr End	2010 Yr End
#2087 - 5:00 AM	73.77%	77.51%	84.89%	77.28%	83.62%	79.57%	82.34%	80.33%	80.83%	81.99%	85.75%	79.95%	73.43%	75.17%	72.91%	66.95%
Pass. (Rev/Non)	1,626	1,237	1,871	1,762	1,970	8,466	1,940	21,656	20,466							
No. of Flights	29	21	29	30	31	140	31	355	333							
#2079 - 1:35 PM	67.34%	77.52%	81.97%	76.32%	81.28%	77.02%	84.59%	79.61%	79.67%	68.36%	75.52%	68.84%	65.09%	60.65%	57.37%	0.00%
Pass. (Rev/Non)	1,433	1,414	1,869	1,740	1,915	8,371	1,993	21,437	21,006							
No. of Flights	28	24	30	30	31	143	31	354	347							
#2030 - 7:10 PM	34.21%	0.00%	50.66%	51.64%	60.60%	52.51%	63.39%	56.20%	63.58%	59.24%	0.00%	0.00%	0.00%	0.00%	0.00%	54.22%
Pass. (Rev/Non)	156	0	462	628	829	2,075	819	7,911	9,773							
No. of Flights	6	0	12	16	18	52	17	186	204							
Average	67.15%	77.51%	77.87%	71.50%	77.53%	74.28%	76.77%	73.38%	74.69%	71.18%	80.64%	74.40%	69.26%	67.91%	65.14%	60.59%

5/2019 Cancel	Reason	5/2018 Cancel
0		0

0		0
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**Year 2019: Inbound (Seattle to Walla Walla)**

Flight #	Jan	Feb	Mar	Apr	May	2019 YTD	2018 May	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Year End	2012 Year End	2011 Year End	2010 Year End
#2096 - 11:45 AM	69.60%	80.32%	80.22%	80.96%	83.53%	79.00%	72.33%	71.39%	73.33%	66.00%	84.66%	76.97%	71.60%	70.19%	67.24%	64.11%
Pass. (Rev/Non)	1,481	1,343	1,768	1,846	1,968	8,406	1,704	18,739	19,140							
No. of Flights	28	22	29	30	31	140	31	345	343							
#2020 - 6:30 PM	71.27%	0.00%	75.55%	77.22%	78.58%	76.62%	88.26%	80.08%	83.83%	84.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	325	0	689	939	1,075	3,028	1,744	17,019	20,419							
No. of Flights	6	0	12	16	18	52	26	270	321							
#2086 - 10:30 PM	72.73%	77.44%	68.15%	68.73%	70.50%	71.14%	74.16%	69.00%	68.18%	67.91%	75.95%	72.15%	68.42%	63.53%	63.26%	56.00%
Pass. (Rev/Non)	1,603	1,236	1,502	1,567	1,661	7,569	1,240	13,930	11,323							
No. of Flights	29	21	29	30	31	140	22	267	218							
Average	71.20%	78.92%	74.42%	75.35%	77.37%	75.31%	78.25%	73.77%	75.11%	71.90%	80.31%	74.56%	70.01%	66.86%	65.25%	60.06%

5/2019 Cancel	Reason	5/2018 Cancel
0		0

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**Combined Inbound/Outbound Average**

Combined Average:	69.17%	78.22%	76.14%	73.42%	77.45%	74.80%	77.51%	73.57%	74.90%	71.54%	80.47%	74.48%	69.64%	67.39%	65.20%	60.32%
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**\*\*Note:** 3/10/2019: 3rd Flight (#2020 & 2030) begins on M,Th,F,Su.

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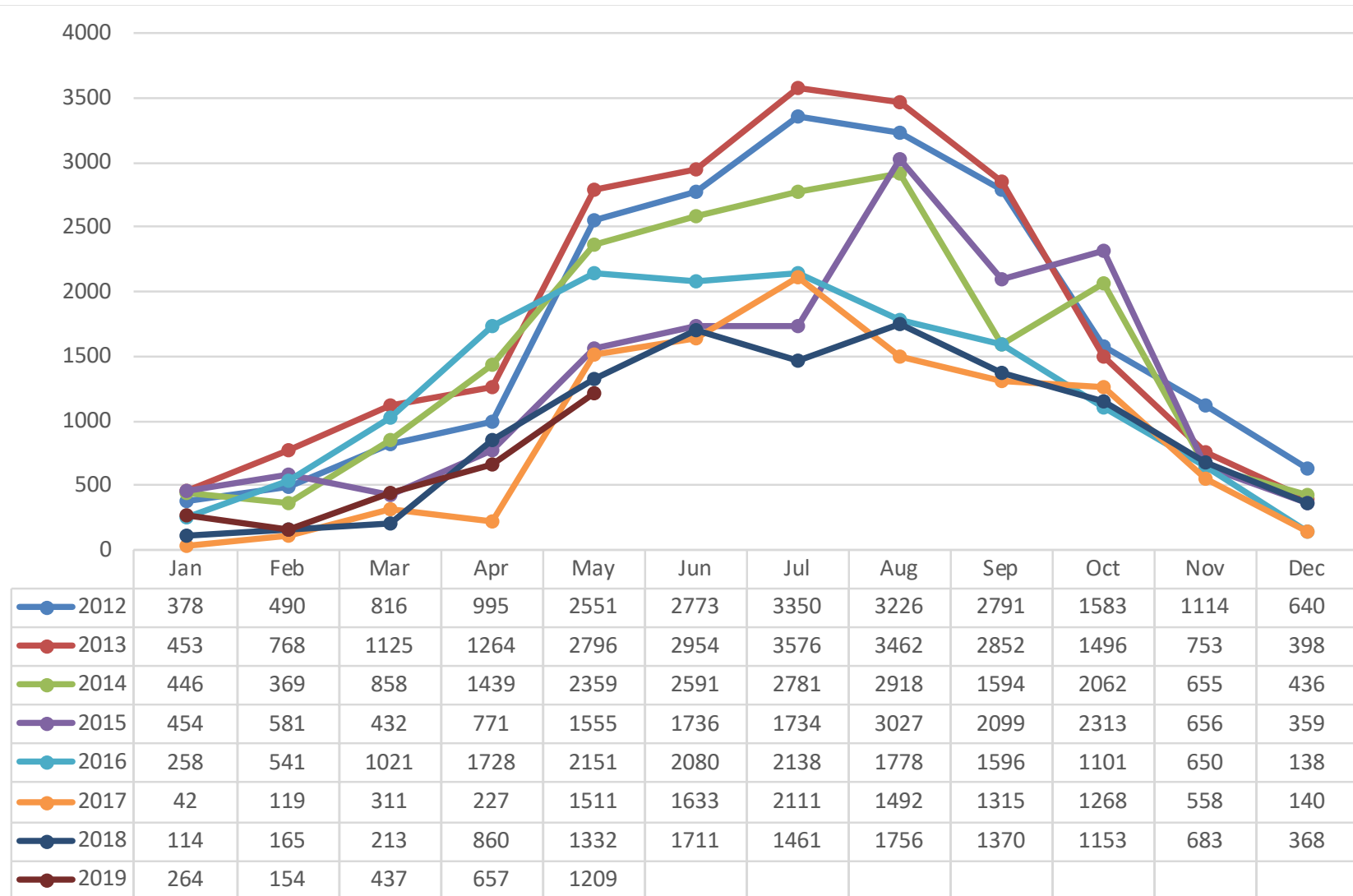
**Walla Walla Regional Airport**  
**Monthly Passenger Enplanements (Outbound)**

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Enplanements	2,019	0	1,983	0	2,367	0	2,202	0	2,427	0	2,481	0	2,070	0	1,973	0	1,928	0	2,360	0	2,250	90	2,210	80
2003 Y-T-D	2,019	0	4,002	0	6,369	0	8,571	0	10,998	0	13,479	0	15,549	0	17,522	0	19,450	0	21,810	0	24,060	90	26,270	170
2004 Enplanements	1,543	80	2,008	108	2,162	97	2,010	138	2,359	132	2,379	165	1,796	142	2,060	131	2,173	124	2,377	123	2,099	111	2,269	119
2004 Y-T-D	1,543	80	3,551	188	5,713	285	7,723	423	10,082	555	12,461	720	14,257	862	16,317	993	18,490	1,117	20,867	1,240	22,966	1,351	25,235	1,470
2005 Enplanements	1,627	114	1,646	98	2,152	98	2,148	134	2,260	107	2,082	138	1,824	114	1,952	119	1,933	131	2,230	116	2,439	89	2,407	86
2005 Y-T-D	1,627	114	3,273	212	5,425	310	7,573	444	9,833	551	11,915	689	13,739	803	15,691	922	17,624	1,053	19,854	1,169	22,293	1,258	24,700	1,344
2006 Hor. Enplanements	2,054	118	2,134	99	2,526	121	2,297	75	2,317	122	2,400	106	1,976	154	2,029	109	2,317	86	2,485	133	2,287	67	2,205	58
2006 BS Enplanements	0	0	71	2	94	2	113	0	93	1	112	14	125	1	134	1	146	0	91	0	100	0	154	1
2006 Y-T-D	2,054	118	4,259	219	6,879	342	9,289	417	11,699	540	14,211	660	16,312	815	18,475	925	20,938	1,011	23,514	1,144	25,901	1,211	28,260	1,270
2007 Hor. Enplanements	1,944	110	1,833	95	2,286	118	2,241	139	2,583	118	2,414	119	2,224	122	2,422	115	2,408	82	2,750	72	2,490	51	2,757	74
2007 BS Enplanements	99	0	112	0	95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2007 Y-T-D	2,043	110	3,988	205	6,369	323	8,610	462	11,193	580	13,607	699	15,831	821	18,253	936	20,661	1,018	23,411	1,090	25,901	1,141	28,658	1,215
2008 Enplanements	2,436	114	2,530	119	2,492	92	2,360	81	2,507	76	2,438	114	2,281	116	2,216	97	2,354	87	2,513	116	2,306	117	3,149	120
2008 Y-T-D	2,436	114	4,966	233	7,458	325	9,818	406	12,325	482	14,763	596	17,044	712	19,260	809	21,614	896	24,127	1,012	26,433	1,129	29,582	1,249
2009 Enplanements	2,545	140	2,329	102	2,969	128	2,683	109	2,867	120	2,798	143	2,383	172	2,501	118	2,687	112	3,092	124	3,110	133	3,466	137
2009 Y-T-D	2,545	140	4,874	242	7,843	370	10,526	479	13,393	599	16,191	742	18,574	914	21,075	1,032	23,762	1,144	26,854	1,268	29,964	1,401	33,430	1,538
2010 Enplanements	2,179	137	1,970	106	2,575	91	2,431	98	2,649	102	2,494	106	2,090	102	2,242	119	2,379	113	2,619	122	2,642	104	2,780	92
2010 Y-T-D	2,179	137	4,149	243	6,724	334	9,155	432	11,804	534	14,298	640	16,388	742	18,630	861	21,009	974	23,628	1,096	26,270	1,200	29,050	1,292
2011 Enplanements	2,268	113	2,167	103	2,585	72	2,743	98	2,795	118	2,837	129	2,524	121	2,568	105	2,574	100	2,947	113	3,058	119	3,061	99
2011 Y-T-D	2,268	113	4,435	216	7,020	288	9,763	386	12,558	504	15,395	633	17,919	754	20,487	859	23,061	959	26,008	1,072	29,066	1,191	32,127	1,290
2012 Enplanements	2,210	111	2,189	88	2,899	108	2,690	95	2,778	103	2,625	109	2,295	95	2,328	125	2,695	101	3,049	83	2,915	96	3,152	96
2012 Y-T-D	2,210	111	4,399	199	7,298	307	9,988	402	12,766	505	15,391	614	17,686	709	20,014	834	22,709	935	25,758	1,018	28,673	1,114	31,825	1,210
2013 Enplanements	2,279	95	2,334	90	2,849	96	2,630	85	2,885	95	2,824	77	2,634	120	2,470	111	2,851	90	3,055	106	2,839	113	3,400	71
2013 Y-T-D	2,279	95	4,613	185	7,462	281	10,092	366	12,977	461	15,801	538	18,435	658	20,905	769	23,756	859	26,811	965	29,650	1,078	33,050	1,149
2014 Enplanements	2,450	100	2,441	96	3,021	97	2,874	97	2,965	97	3,270	95	2,958	113	2,909	102	3,267	85	3,338	95	3,278	84	3,501	73
2014 Y-T-D	2,450	100	4,891	196	7,912	293	10,786	390	13,751	487	17,021	582	19,979	695	22,888	797	26,155	882	29,493	977	32,771	1,061	36,272	1,134
2015 Enplanements	2,789	90	2,973	88	3,444	87	3,334	112	3,661	98	3,528	115	3,379	123	3,500	113	3,520	107	3,782	101	3,549	112	3,800	90
2015 Y-T-D	2,789	90	5,762	178	9,206	265	12,540	377	16,201	475	19,729	590	23,108	713	26,608	826	30,128	933	33,910	1,034	37,459	1,146	41,259	1,236
2016 Enplanements	3,102	97	3,041	94	3,890	106	3,938	132	4,220	142	4,567	124	3,722	144	3,973	150	4,063	144	4,615	117	4,007	116	4,284	111
2016 Y-T-D	3,102	97	6,143	191	10,033	297	13,971	429	18,191	571	22,758	695	26,480	839	30,453	989	34,516	1,133	39,131	1,250	43,138	1,366	47,422	1,477
2017 Enplanements	3,881	151	3,517	154	4,576	155	4,123	129	4,059	140	4,360	158	3,541	153	4,122	155	3,791	142	4,452	86	4,532	81	4,642	88
2017 Y-T-D	3,881	151	7,398	305	11,974	460	16,097	589	20,156	729	24,516	887	28,057	1,040	32,179	1,195	35,970	1,337	40,422	1,423	44,954	1,504	49,596	1,592
2018 Enplanements	3,940	140	3,811	124	4,765	100	4,338	93	4,629	123	4,454	116	4,249	171	3,881	105	3,526	80	3,735	91	3,862	101	4,473	94
2018 Y-T-D	3,940	140	7,751	264	12,516	364	16,854	457	21,483	580	25,937	696	30,186	867	34,067	972	37,593	1,052	41,328	1,143	45,190	1,244	49,663	1,338
2019 Enplanements	3,102	113	2,601	50	4,095	107	3,994	136	4,595	119														
2019 Y-T-D	3,102	113	5,703	163	9,798	270	13,792	406	18,387	525														
Mthly % Change - 18 to 19	-21.3%		-31.8%		-14.1%		-7.9%		-0.7%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	
% Change YTD - 18 to 19	-21.3%		-26.4%		-21.7%		-18.2%		-14.4%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	

**Walla Walla Regional Airport**  
**Monthly Passenger Deplanements (Inbound)**

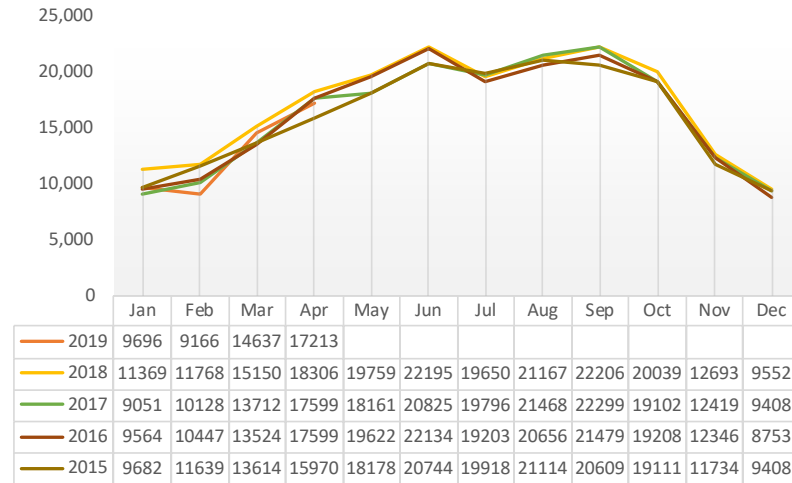
	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Deplanements	2,191	0	2,000	0	2,332	0	2,237	0	2,269	0	2,462	0	2,209	0	2,162	0	1,825	0	2,342	0	2,162	87	1,966	82
2003 Y-T-D	2,191	0	4,191	0	6,523	0	8,760	0	11,029	0	13,491	0	15,700	0	17,862	0	19,687	0	22,029	0	24,191	87	26,157	169
2004 Deplanements	1,628	62	1,978	109	2,186	102	2,060	132	2,201	141	2,186	176	1,891	134	2,141	152	2,070	105	2,339	125	2,093	95	2,084	127
2004 Y-T-D	1,628	62	3,606	171	5,792	273	7,852	405	10,053	546	12,239	722	14,130	856	16,271	1,008	18,341	1,113	20,680	1,238	22,773	1,333	24,857	1,460
2005 Deplanements	1,688	98	1,635	108	2,106	78	2,179	133	2,074	112	1,960	142	1,823	115	2,207	121	1,889	130	2,223	120	2,378	90	2,295	63
2005 Y-T-D	1,688	98	3,323	206	5,429	284	7,608	417	9,682	529	11,642	671	13,465	786	15,672	907	17,561	1,037	19,784	1,157	22,162	1,247	24,457	1,310
2006 Hor.Deplanements	2,119	110	2,063	93	2,489	119	2,370	94	2,351	116	2,234	123	1,988	147	2,270	114	2,055	88	2,407	129	2,283	74	2,050	83
2006 BS Deplanements	0	0	69	1	101	1	99	1	82	2	112	18	139	1	133	0	90	0	93	0	106	1	82	1
2006 Y-T-D	2,119	110	4,251	204	6,841	324	9,310	419	11,743	537	14,089	678	16,216	826	18,619	940	20,764	1,028	23,264	1,157	25,653	1,232	27,785	1,316
2007 Hor.Deplanements	1,928	91	1,791	107	2,258	111	2,294	133	2,457	128	2,378	114	2,185	120	2,568	82	2,332	84	2,699	60	2,540	45	2,460	93
2007 BS Deplanements	104	1	97	1	58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2007 Y-T-D	2,032	92	3,920	200	6,236	311	8,530	444	10,987	572	13,365	686	15,550	806	18,118	888	20,450	972	23,149	1,032	25,689	1,077	28,149	1,170
2008 Deplanements	2,574	103	2,625	121	2,495	87	2,403	81	2,431	86	2,375	92	2,310	123	2,465	99	2,241	82	2,478	100	2,160	123	2,949	124
2008 Y-T-D	2,574	103	5,199	224	7,694	311	10,097	392	12,528	478	14,903	570	17,213	693	19,678	792	21,919	874	24,397	974	26,557	1,097	29,506	1,221
2009 Deplanements	2,786	126	2,342	110	3,041	127	2,886	147	2,725	135	2,720	151	2,569	168	2,793	118	2,584	118	3,029	113	3,317	124	3,106	122
2009 Y-T-D	2,786	126	5,128	236	8,169	363	11,055	510	13,780	645	16,500	796	19,069	964	21,862	1,082	24,446	1,200	27,475	1,313	30,792	1,437	33,898	1,559
2010 Deplanements	2,340	110	1,973	84	2,436	86	2,551	103	2,351	96	2,434	112	2,190	99	2,555	110	2,271	118	2,617	126	2,489	107	2,385	78
2010 Y-T-D	2,340	110	4,313	194	6,749	280	9,300	383	11,651	479	14,085	591	16,275	690	18,830	800	21,101	918	23,718	1,044	26,207	1,151	28,592	1,229
2011 Deplanements	2,415	91	2,214	119	2,595	82	2,760	111	2,606	111	2,795	136	2,534	113	2,842	100	2,615	101	2,825	111	2,994	118	2,807	88
2011 Y-T-D	2,415	91	4,629	210	7,224	292	9,984	403	12,590	514	15,385	650	17,919	763	20,761	863	23,376	964	26,201	1,075	29,195	1,193	32,002	1,281
2012 Deplanements	2,501	91	2,215	93	2,742	121	2,770	100	2,714	116	2,521	92	2,139	104	2,643	124	2,685	97	2,918	74	2,807	84	2,882	101
2012 Y-T-D	2,501	91	4,716	184	7,458	305	10,228	405	12,942	521	15,463	613	17,602	717	20,245	841	22,930	938	25,848	1,012	28,655	1,096	31,537	1,197
2013 Deplanements	2,470	87	2,317	89	2,875	77	2,799	97	2,920	92	2,732	75	2,625	106	2,924	109	2,740	107	3,064	80	2,765	112	3,223	73
2013 Y-T-D	2,470	87	4,787	176	7,662	253	10,461	350	13,381	442	16,113	517	18,738	623	21,662	732	24,402	839	27,466	919	30,231	1,031	33,454	1,104
2014 Deplanements	2,695	96	2,393	101	3,081	92	2,965	97	2,845	82	3,137	107	3,076	103	3,217	117	3,171	100	3,348	90	3,133	72	3,252	67
2014 Y-T-D	2,695	96	5,088	197	8,169	289	11,134	386	13,979	468	17,116	575	20,192	678	23,409	795	26,580	895	29,928	985	33,061	1,057	36,313	1,124
2015 Deplanements	3,066	78	2,671	78	3,534	77	3,474	98	3,352	107	3,520	124	3,469	124	4,032	109	3,423	96	3,736	69	3,426	73	3,574	89
2015 Y-T-D	3,066	78	5,737	156	9,271	233	12,745	331	16,097	438	19,617	562	23,086	686	27,118	795	30,541	891	34,277	960	37,703	1,033	41,277	1,122
2016 Deplanements	3,212	90	3,046	99	3,836	81	3,921	137	3,925	148	4,382	152	3,750	143	4,526	149	4,076	144	4,474	116	3,872	118	4,103	105
2016 Y-T-D	3,212	90	6,258	189	10,094	270	14,015	407	17,940	555	22,322	707	26,072	850	30,598	999	34,674	1,143	39,148	1,259	43,020	1,377	47,123	1,482
2017 Deplanements	4,123	127	3,407	155	4,481	138	4,333	120	3,854	123	4,256	160	3,635	148	4,535	141	3,812	132	4,476	77	4,369	54	4,018	90
2017 Y-T-D	4,123	127	7,530	282	12,011	420	16,344	540	20,198	663	24,454	823	28,089	971	32,624	1,112	36,436	1,244	40,912	1,321	45,281	1,375	49,299	1,465
2018 Deplanements	4,242	119	3,862	133	4,619	93	4,528	92	4,562	126	4,244	123	4,144	155	4,108	72	3,156	73	3,533	89	3,573	102	3,843	98
2018 Y-T-D	4,242	119	8,104	252	12,723	345	17,251	437	21,813	563	26,057	686	30,201	841	34,309	913	37,465	986	40,998	1,075	44,571	1,177	48,414	1,275
2019 Deplanements	3,309	100	2,520	59	3,857	102	4,227	125	4,570	134														
2019 Y-T-D	3,309	100	5,829	159	9,686	261	13,913	386	18,483	520														
Mthly % Change - 18 to 19	-22.0%		-34.7%		-16.5%		-6.6%		0.2%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	
% Change YTD - 18 to 19	-22.0%		-28.1%		-23.9%		-19.3%		-15.3%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	

## VISITOR KIOSK NUMBERS - THROUGH MAY 2019

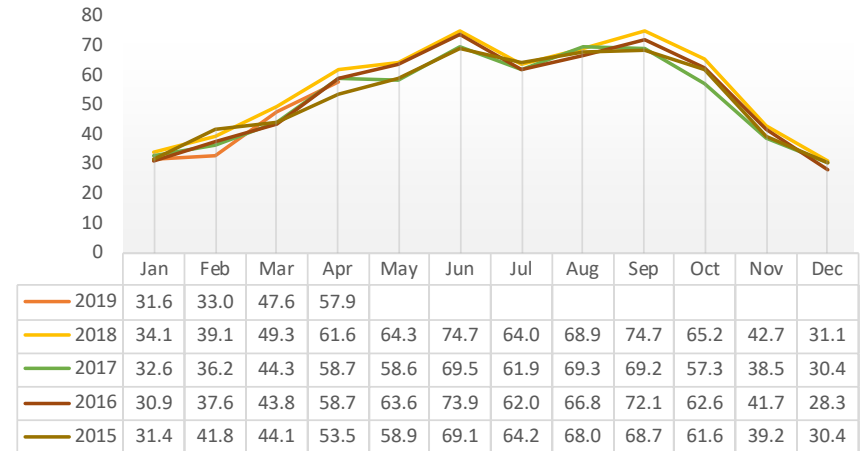


# STR REPORT - MONTH OVER MONTH 2015-2019

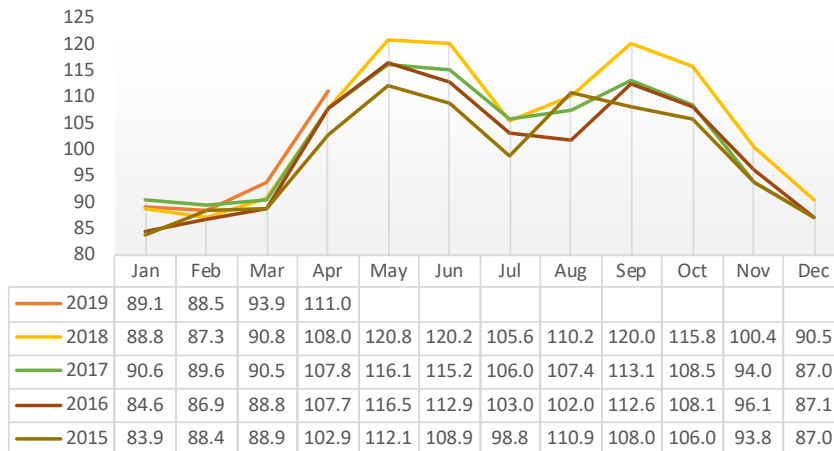
Rooms Sold - 2015 to 2019



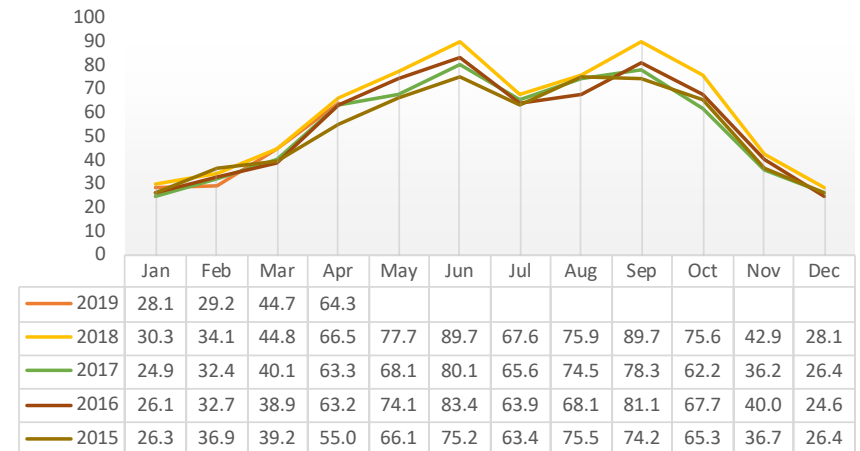
Occupancy % - 2015 to 2019



ADR - 2015 to 2019

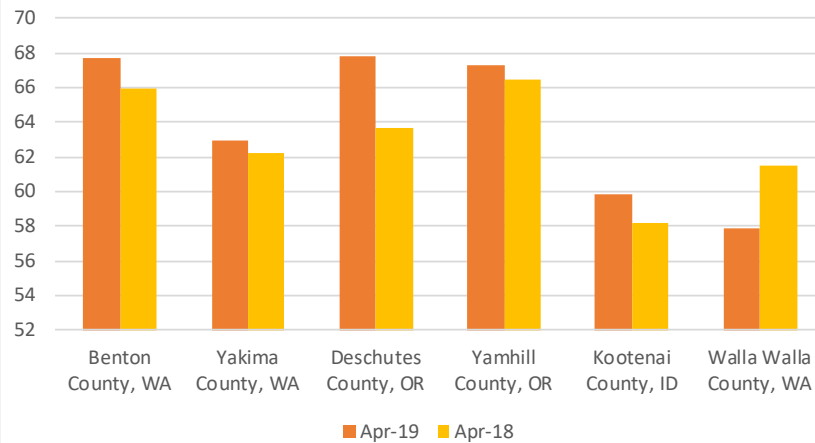


RevPAR - 2015 to 2019

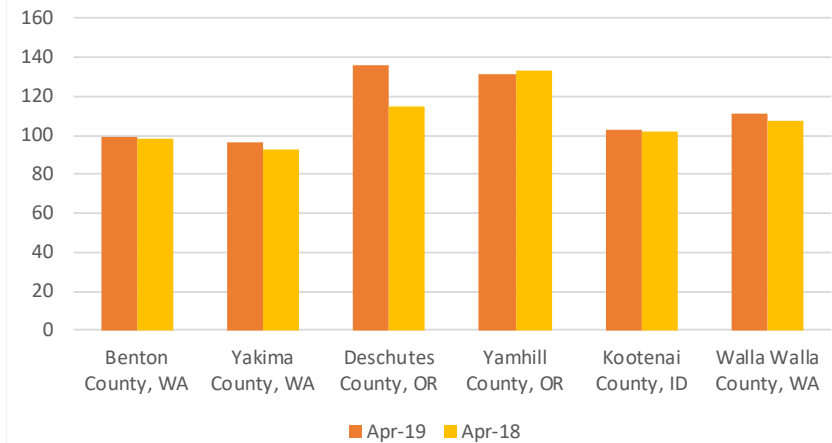


## STR CHARTS - APRIL 2019

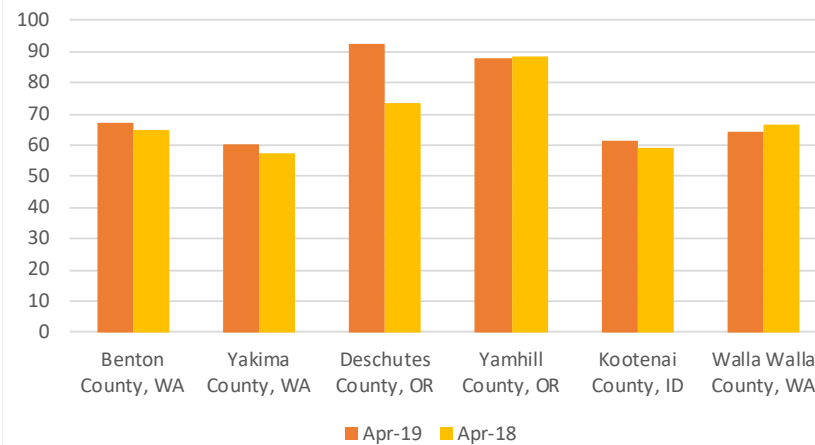
Occupancy % Annual Comparison by Month



ADR Annual Comparison by Month

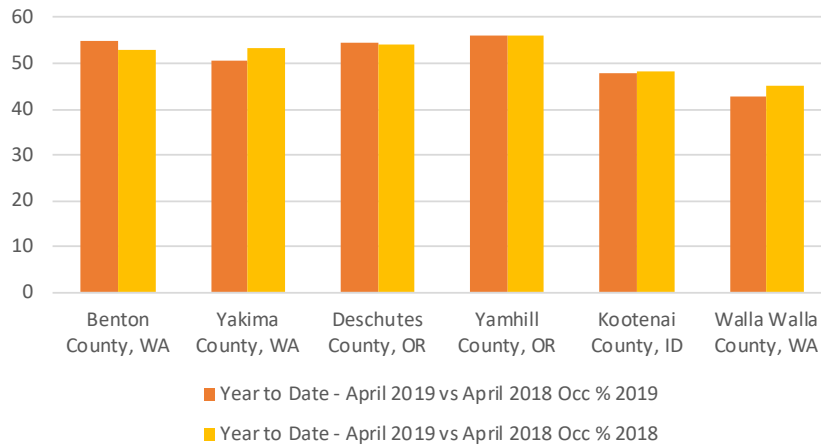


Revenue PAR Annual Comparison by Month

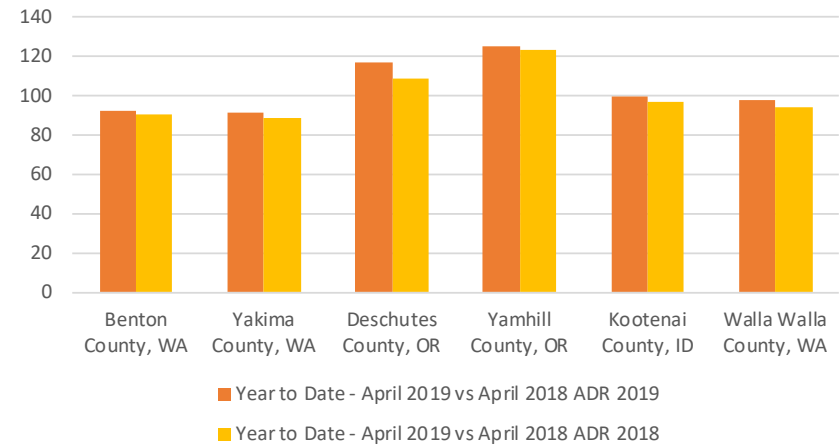


## STR CHARTS - APRIL 2019 YTD

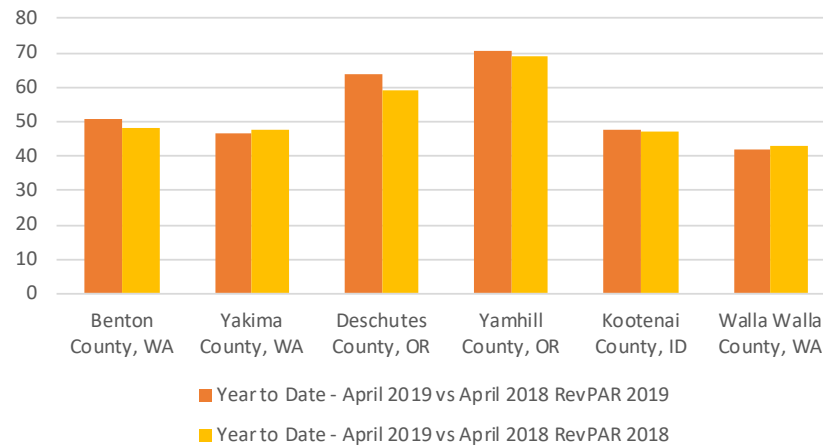
### Occupancy Rate YTD 2018 to 2019



### ADR YTD 2018 to 2019



### Revenue PAR YTD 2018 to 2019





# STR REPORT - APRIL 2019

## Tab 2 - Multi-Segment

Tourism Walla Walla

For the month of: April 2019

Currency: USD - US Dollar

	Current Month - April 2019 vs April 2018												Year to Date - April 2019 vs April 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Benton County, WA	67.7	66.0	99.31	98.51	67.24	65.02	2.6	0.8	3.4	3.4	0.0	2.6	54.7	53.1	92.81	91.13	50.78	48.37	3.1	1.8	5.0	5.0	0.0	3.1	37	30	3251	2842
Yakima County, WA	63.0	62.2	96.23	92.50	60.59	57.58	1.2	4.0	5.2	10.0	4.6	5.8	50.5	53.4	91.79	89.00	46.37	47.50	-5.3	3.1	-2.4	2.1	4.5	-1.0	42	24	3208	1955
Deschutes County, OR	67.8	63.6	136.22	115.33	92.35	73.40	6.5	18.1	25.8	34.4	6.8	13.8	54.7	54.1	117.14	109.25	64.07	59.10	1.1	7.2	8.4	14.0	5.2	6.4	65	33	5150	2981
Yamhill County, OR	67.3	66.4	131.01	133.00	88.18	88.37	1.3	-1.5	-0.2	-0.2	0.0	1.3	56.2	56.2	125.69	123.28	70.68	69.29	0.1	1.9	2.0	6.0	3.9	4.0	15	11	713	600
Kootenai County, ID	59.9	58.2	102.93	101.80	61.65	59.23	2.9	1.1	4.1	4.0	-0.0	2.9	47.9	48.4	99.59	97.39	47.72	47.14	-1.0	2.3	1.2	1.2	-0.1	-1.1	29	21	2624	2100
Walla Walla County, WA	57.9	61.6	111.02	107.97	64.28	66.47	-6.0	2.8	-3.3	-3.3	0.0	-6.0	42.6	45.2	97.82	94.67	41.72	42.77	-5.6	3.3	-2.5	-4.5	-2.1	-7.6	14	11	991	922

## Tab 3 - Multi-Seg Raw

Tourism Walla Walla

For the Month of April 2019

Currency: USD - US Dollar

	Current Month - April 2019 vs April 2018									Year to Date - April 2019 vs April 2018								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg
Benton County, WA	97,530	97,530	0.0	66,041	64,375	2.6	6,558,312	6,341,513	3.4	390,120	390,120	0.0	213,459	207,068	3.1	19,810,884	18,870,693	5.0
Yakima County, WA	96,240	92,040	4.6	60,596	57,287	5.8	5,831,334	5,299,318	10.0	384,960	368,250	4.5	194,483	196,523	-1.0	17,852,098	17,490,409	2.1
Deschutes County, OR	154,500	144,630	6.8	104,744	92,049	13.8	14,268,060	10,615,913	34.4	608,640	578,520	5.2	332,899	312,974	6.4	38,995,286	34,193,106	14.0
Yamhill County, OR	21,390	21,390	0.0	14,397	14,213	1.3	1,886,118	1,890,283	-0.2	85,560	82,320	3.9	48,113	46,264	4.0	6,047,159	5,703,548	6.0
Kootenai County, ID	78,720	78,750	-0.0	47,148	45,818	2.9	4,852,757	4,664,081	4.0	314,880	315,059	-0.1	150,871	152,505	-1.1	15,025,523	14,852,985	1.2
Walla Walla County, WA	29,730	29,730	0.0	17,213	18,302	-6.0	1,910,984	1,976,087	-3.3	118,920	121,524	-2.1	50,712	54,895	-7.6	4,960,861	5,197,170	-4.5